

# About Access SF Cable Channel 29

- **MISSION:** Strengthening the fabric of community life by enabling open communication through public access television and other forms of electronic media.
- **VISION:** Sustaining the future of public access television as the City & County of SF's designated "Electronic Greenspace."
- **VALUES:** Upholding free speech & democratic access to the tools of media through programs that support *Diversity, Media Literacy, Citizen Empowerment, Civic Engagement, and Accessibility.*
- **OUTREACH:** Engaging San Franciscans from all walks of life, especially those who are under-served and under-represented by the mainstream media.
- **COLLABORATION:** Forging local partnerships with the nonprofit sector founded on a commitment to quality training and cultivation of lifelong learning.



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## THE LOCAL IMPRESSIONS PLAN

**Non-Commercial – Affordable  
\*\* Socially Responsible \*\***

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**- Underwriting & Sponsorship  
opportunities brought to you by  
Access SF / Cable Channel 29 -**

**Helping you reach 600,000 local cable  
television viewers across every District  
in the City & County of San Francisco!**

**THE LOCAL IMPRESSIONS PLAN** is a new program for businesses, corporate leadership, major donors & philanthropy to lend their meaningful support of public access television and community media programs that serve the citizens & nonprofit organizations of San Francisco. Affiliation with public access comes with added value of a socially responsible brand, especially among Cable Channel 29 viewers, a diverse and growing set of San Franciscans who reside in all districts of the City and come from all walks of life. The Local Impressions Plan will help you meet these potential customers, clients and constituents. In turn, supporters ensure vital, local access to the tools of media and television that can benefit all San Franciscans.